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Nordic Regenerative Tourism

Regenerative Tourism - a Vision for the Future of Nordic Tourism

Ólöf Ýrr Atladóttir



Government of Iceland
Ministry of Culture and Business Affairs



Nordic Council
of Ministers



ÍSLENSKI
FERÐAKLASINN
Iceland Tourism Cluster

ÓLÖF ÝRR ATLADÓTTIR

Project leader- NorReg

Consultant, Destination Management and strategic planning

Owner and CEO, Soti Summits (www.sotisummits.is)

Owner and CoB, Summit Heliskiing (www.summitheliskiing.is)

Previous:

- Division Head, Research, Innovation and Academic Affairs, Hólar University 2021-2022
- Director of Destination Management at the Red Sea Development Company, Saudi Arabia 2019-2021
- Chief Destination Management and Marketing Officer, Royal Commission for Al Ula, Saudi Arabia 2018
- Director General, Icelandic Tourist Board 2008-2017
- Hiking and horseback trekking guide, ranger in national parks and protected areas, manager of an educational activity center at lake Mývatn
- Former science career in marine biology, genetics and biomedical research.



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Regenerative tourism

- “At its simplest, regeneration is about creating the **fertile conditions** conducive for **life** to thrive based on the knowledge that life and living systems, unlike machines, self-organise, and are not static but, **through living, are constantly adapting, changing, evolving.**”

Anna Pollock: <https://medium.com/activate-the-future/regenerative-tourism-the-natural-maturation-of-sustainability-26e6507d0fcb>

- A realist approach may be acknowledging that **neither markets nor regulations alone** lead the tourism industry towards a path of greater sustainable development.

(J. Saarinen 2021)

- A regenerative economy means developing an operating model that optimises benefits to all stakeholders instead of maximising the benefits to a few shareholders. This means the needs of the individual (employee), business, community and environment must all be met **within a design which is in balance with the natural environment**. It means moving from volume to value and quantity to quality.

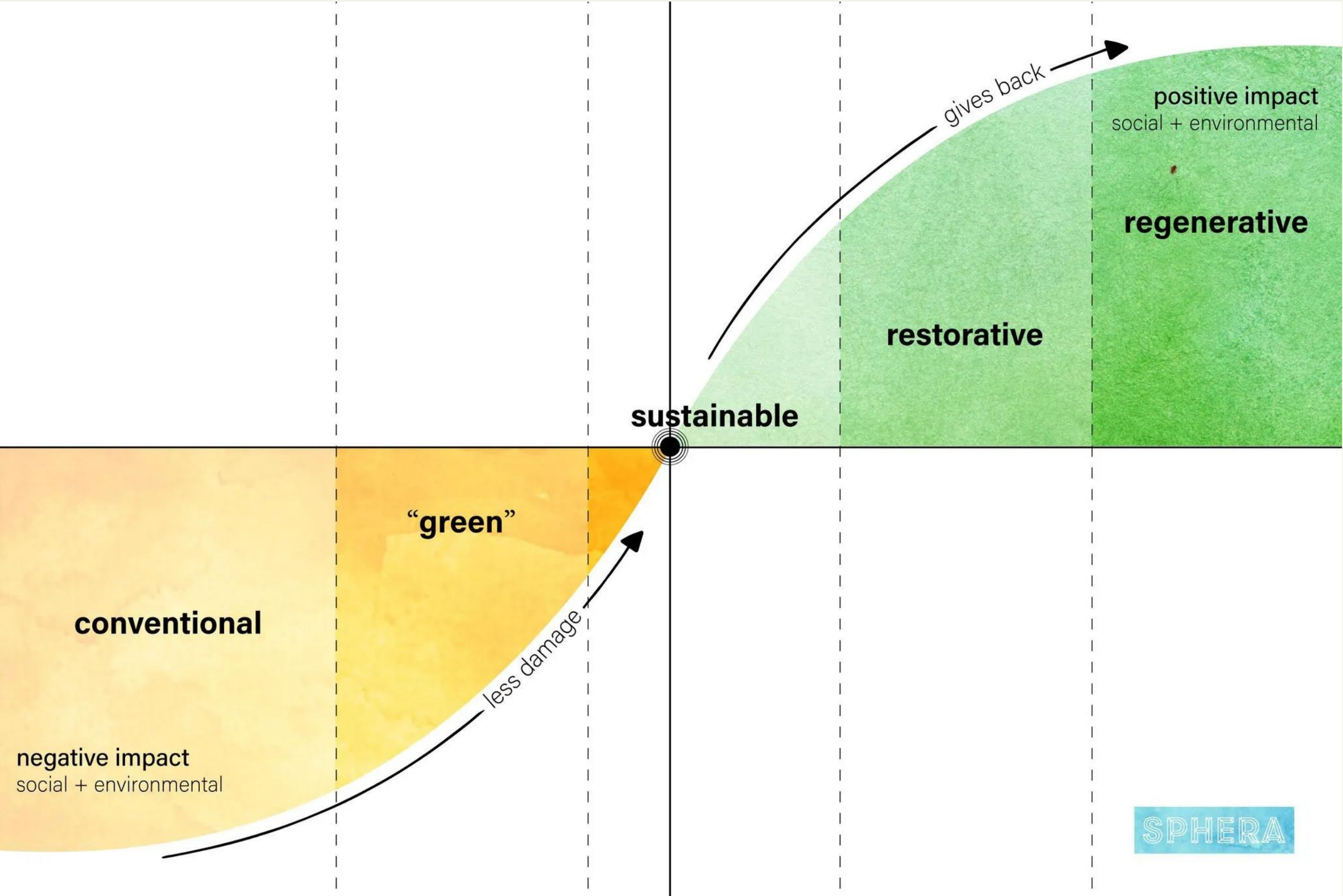
(<https://reallyregenerative.org/regenerative-tourism/>)

The Concepts of Sustainability, Responsibility and Regeneration

have evolved to meet new expectations and social trends



The evolution of Regenerative Tourism



SPHERA

Perspectives of regenerative tourism:

- Regeneration as a step towards sustainability
- Regeneration as an extension of sustainability
- Regeneration as separate or distinct from sustainability

- Regenerative tourism seen as:
 - Focussed on achieving enduring positive outcomes
 - What is improvement
 - How do you improve whole living systems?
 - The restoration and healing of living systems
 - How do living systems heal – by reverting to their former status or by going to a new state of being?

(From McEnhill et al. 2020)

The aim of the Islander Way project is to co-design the future of tourism with the community using regenerative tourism principles and practices. The project seeks to work with the community to identify, co-design and incubate innovative, place-based, and community-driven projects.

The Islander way, Flinders Island, Tasmania

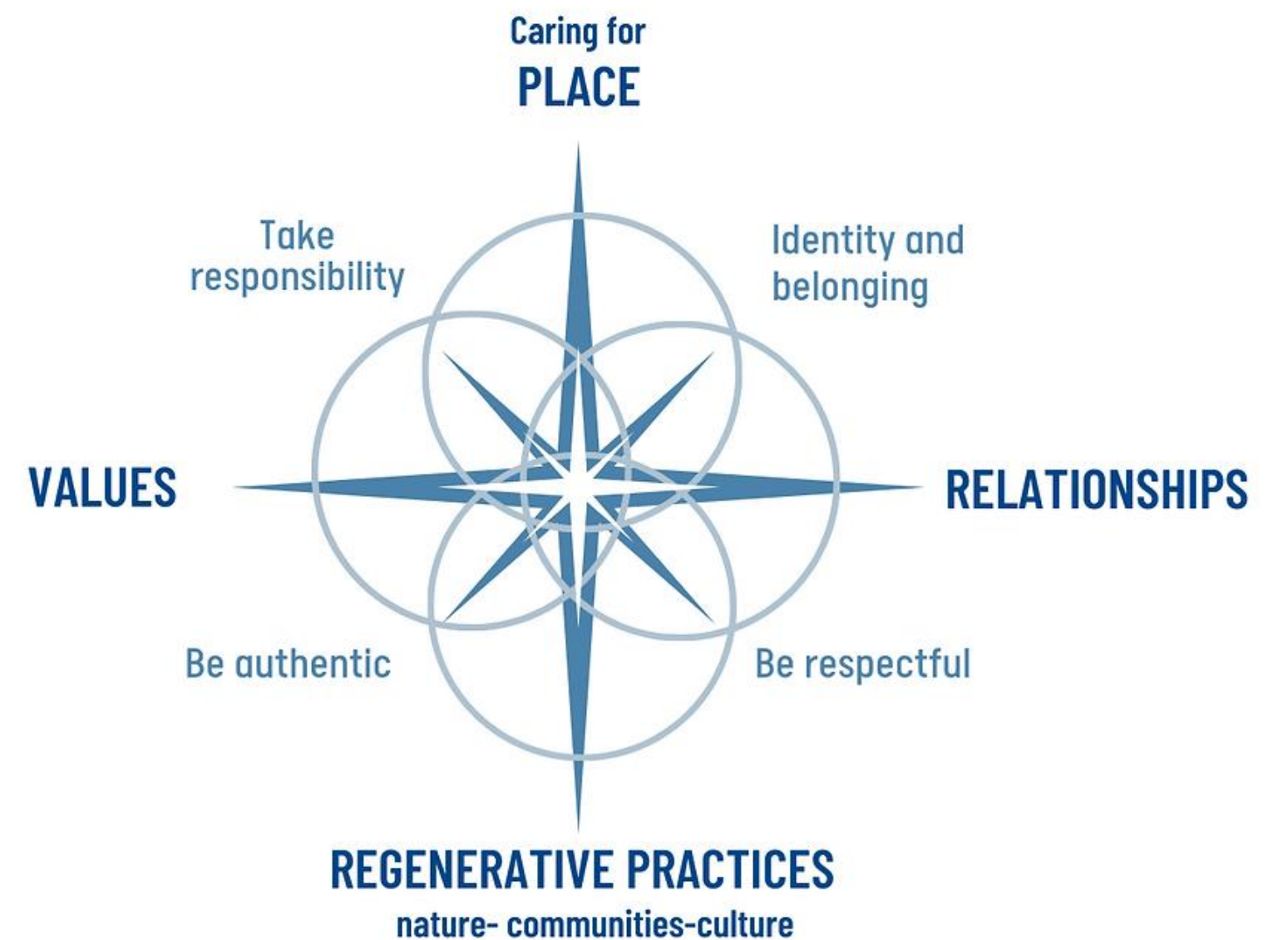
The Islander Way is guided by balancing four key elements:

Recognition of the community's identity and sense of belonging to Flinders Island (*place*)

The community and what they take responsibility and care for (*values*)

The relationships between people, and between people and nature that give meaning to local lives (*relationships*)

The balance between the natural, social, cultural and economic capitals of the Island and their capacity to regenerate (*caring for capitals*).





Nordic Regenerative Tourism

Funding, Supervision and Ownership

FUNDING: Nordic Council of Ministers

OWNERSHIP: Icelandic Ministry of Culture and Business affairs

ADMINISTRATION: Iceland Tourism Cluster



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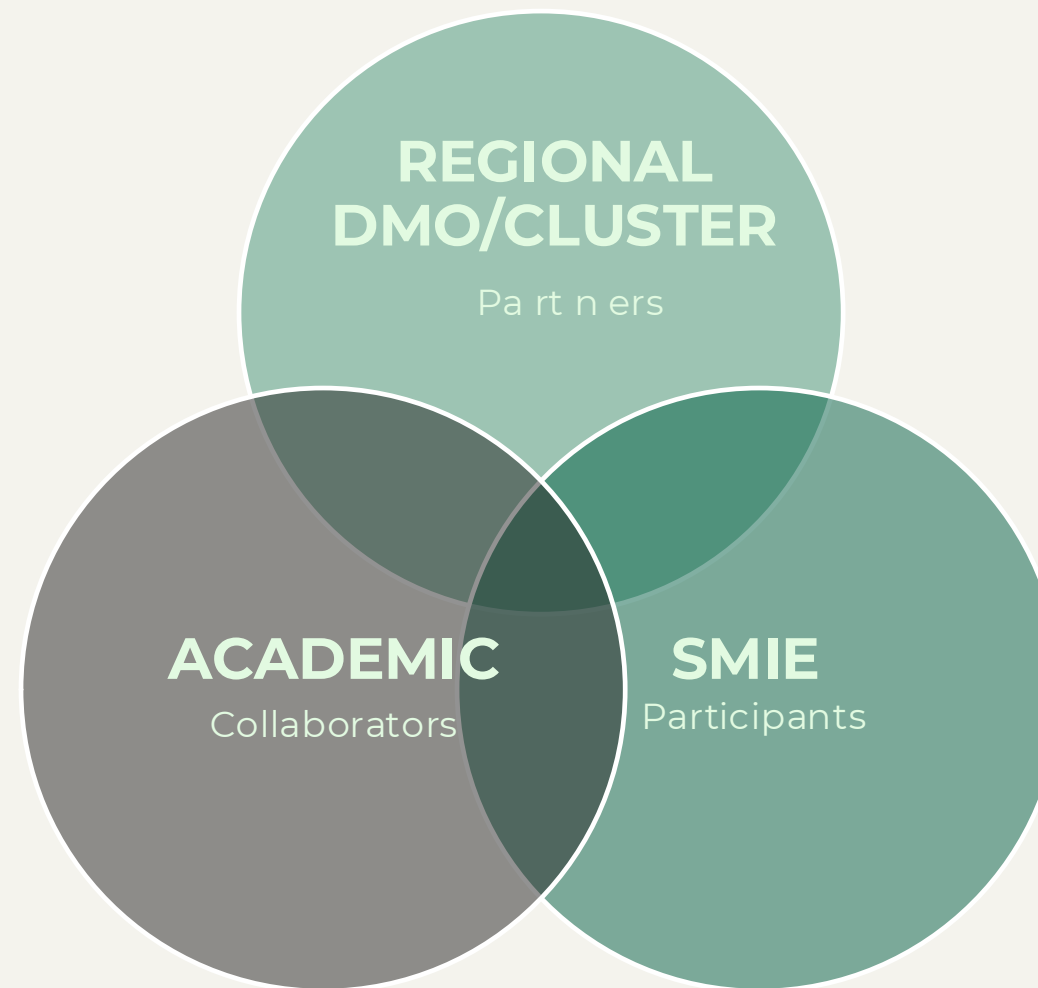
Contributors 2023

Five countries: Iceland, Denmark, Faroe Islands, Norway and Sweden

Regional DMO/Cluster partners **SMiE** participants

Academic collaborators

A triple helix approach



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A Platform for Nordic Regenerative Tourism

OBJECTIVES

The objective of the project is to establish operational tools for businesses that want to adopt **relevant, accessible, measurable, and participatory practices** that visibly contribute to the sustainability of their destination and to the regeneration of their resources.



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Nordic Regenerative Tourism Vision statement

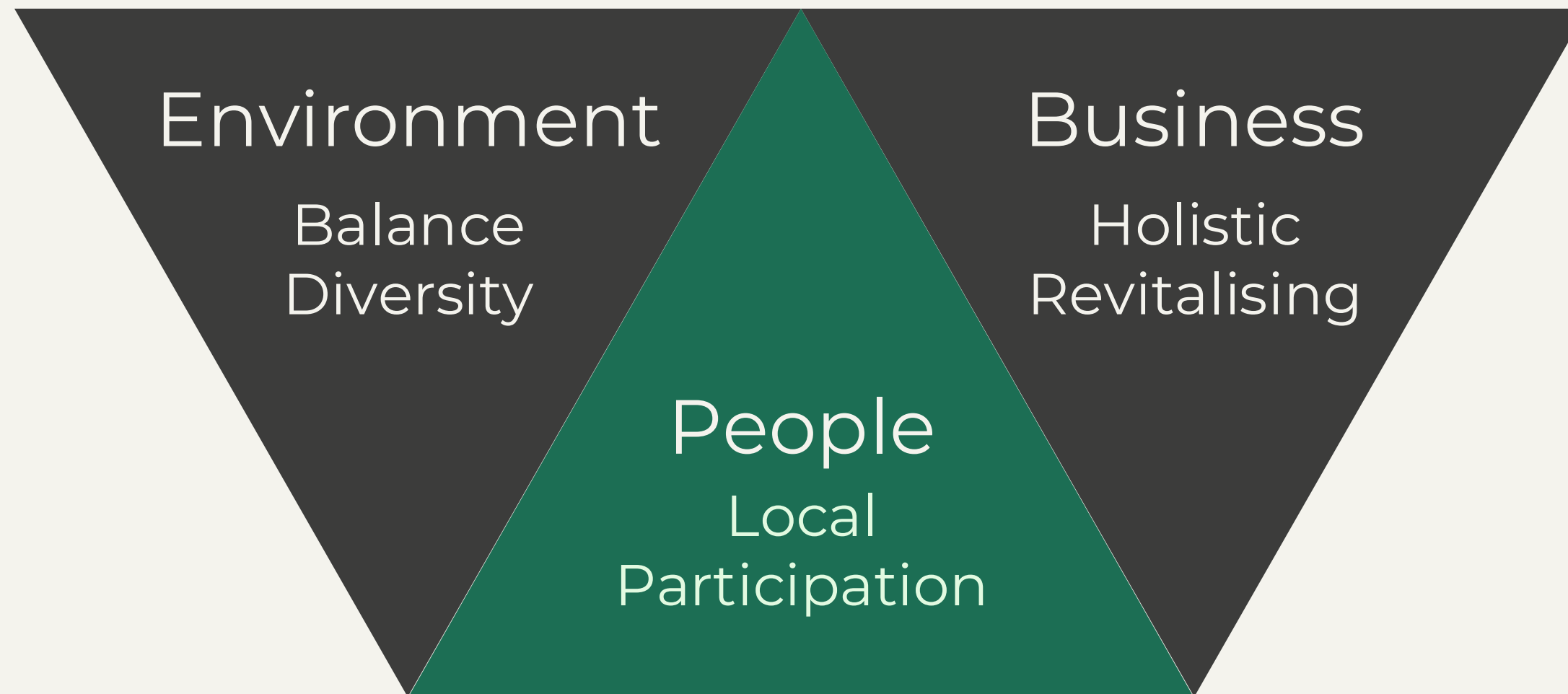
Nordic Regenerative Tourism invigorates **communities** and fosters **landscapes** by ensuring that locals and visitors gain satisfaction from its success. We contribute to the **re-vitalisation, re-energising** and **wellbeing** of our environment, our neighbours and ourselves. Through principles of regenerative tourism, we are empowered to work with our communities and natural environment, in balance with the unique and wonderful characteristics of our home region



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NorReg Priorities and principles



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Main Beneficiaries

RELEVANT TOOLS FOR SM_iEs...

SME tourism actors are 85% of all tourism operators according to the OECD.

SM_iE refers here to the small and micro sized operation that characterises many Nordic destinations.

...AND DMOs

The other main beneficiaries of the project will be **destination management offices** within the Nordic countries, gaining toolboxes and support systems for the development of regenerative tourism within their region.



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The First Mile: Key Points

- ✓ Doing things now
- ✓ Doing things smarter
- ✓ Start small to make large tasks possible
- ✓ Set the stage for Next Mile
- ✓ Optimize larger-scale efforts

First Mile initiatives: Focusing on the do-able and urgent for individual operators

First Mile activities for NorReg

THIS RESOURCE PAGE PRESENTS AN ACTIVATION SET THAT CAN HELP ANY TOURISM BUSINESS IN THE NORDICS MAKE A SMART START ON ITS JOURNEY TO REGENERATIVE PRACTICES.

The First Mile Projects for Pilot Businesses



Low footprint experience

Increase demand for low-footprint and nature-friendly activities that contribute to place regeneration.

[Start Here](#)



Local buying

Make local food the "main actor" in the local experience and build excitement about local products

[Start Here](#) (for restaurants)

[Start Here](#) (for other businesses)



Leave no trace

Ensure that visitors respect local nature and local assets, and leave no footprint with their experiences.

[Start Here](#)



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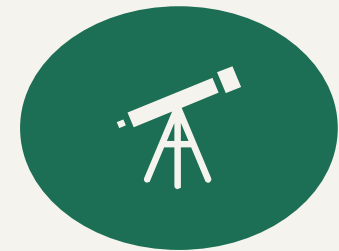
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Citizens are more informed, asking questions, doing their own research in everyday life



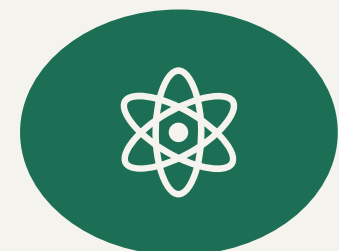
New technologies allow gathering information on a large scale from the general public



Connecting curious non- experts with research projects is a powerful tool



Citizens can shape research agendas and objectives with real community priorities



Citizen science can be a powerful tool for many scientific disciplines

Citizen Science offers new pathways for scientific research

Citizen science shares many qualities with regenerative tourism

- PLACE-BASED
- PARTICIPATORY
- CO-CREATED
- NATURE COMMUNITY VISITOR – PARTICIPATION & GIVING BACK

When you encourage **visitors** to participate in Citizen Science Projects you invite them to learn about, understand and be a part of your **place**, your **nature**, your **community**. When this happens, visitors stay longer, spend more and return, thereby contributing to **sustainable businesses**

CIRCULAR ECONOMY FOR REGENERATIVE TOURISM

OVERVIEW OF CE4RT PROGRAMME



TRAINING PROGRAMME

- Nov 2023-Mar 2024
- Core Modules & Masterclasses
- Electives
- Activities
- Digital Badge

COACHING

- Intro to coaching
- Choose a coach
- Coaches orientation session
- Develop a sustainability plan
- Measurement Framework Survey

CERTIFICATION

- Green Certification Session
- By Country Certification sessions
- Measuring for success – BehaviorSMART
- Visitor Impact – LEAVE NO TRACE
- Work with your coach

NETWORKING

- Live sessions – take part in activities
- Discussion forums
- Iceland Workshops April 2024
- Ireland Conference November 2024
- Leaders and Learners
- Sharing Success

Why night walking in Iceland is an excellent example of regenerative tourism

- PLACE-BASED
- IMMERSIVE
- SENSUAL
- LOW FOOTPRINT

“There are few experiences more memorable than the Icelandic mountain landscapes during winter, with light from the moon reflected in the snow below your feet and the northern lights dancing above you. Far away, frozen ranges cut the dark night sky and the starscape, free from urban light pollution, twinkles happily. After the snow sets in snow shoes or cross country skis can provide accessibility beyond what mere hiking boots can.

If you are close enough, the mighty Arctic Ocean provides background music to your walking tempo. If it is windy, the grungy, howling voice of the wind intensifies your experience and offers a sense of urgency to your walk, a reminder of those before you who took walks such as yours out of necessity rather than recreation.”

MAY MASTERCLASS



An in-depth introduction to the concept of citizen science.

May 29, 2024

JUNE PARTNER PRESENTATION



Citizen Science for visitors: Monitoring Seals in Snæfellsnes Regional park

JUNE 5, 2024

SEPTEMBER PARTNER PRESENTATION



Localising the breakfast buffet – Visit Skåne

SEPTEMBER 11th, 2024

SEPTEMBER MASTERCLASS



Journeying towards regenerative tourism: The First Mile

SEPTEMBER 24th, 2024

OCTOBER PARTNER PRESENTATION



Ecological regeneration through participatory practices - Destination Trekanten

OCTOBER 16th, 2024



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UPCOMING EVENTS
FOR PARTNERS
2024/2025

www.norreg.is/events

FEBRUARY PARTNER PRESENTATION



TBD Visit Lofoten

JANUARY MASTERCLASS



Regenerative tourism and policy

JANUARY 28th, 2025

NOVEMBER PARTNER PRESENTATION



TBD, Faroe Islands

NOVEMBER 13th, 2024

OCTOBER MASTERCLASS



Evaluating our journey: Evaluation matrix NorReg

OCTOBER 24TH, 2024



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Join our community through

<https://www.norreg.is/membership-site>

Masterclasses

Workshops

Relevant tools for SME's and DMO's

Policy support

Discussion forum



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Nordic Regenerative Tourism

March 11-14.
2025 |
Siglufjörður,
Iceland

 **SAVE THE DATE**

Realising future opportunities

NORDIC REGENERATIVE TOURISM CONFERENCE

For more information contact: olofyrr@sotisummits.is

